ABSTRACT OF THE DISCLOSURE

A system, method and computer program product are provided for managing authentication information for a user. According to the method, a master digital key is received from the user, and authentication of the user is obtained based on the master digital key. There is received from the user a selection of one identity from among a plurality of identities that are stored for the user. Authentication information for the user is provided into an application or web page based on the one identity selected by the user. In one embodiment, the authentication information is provided by recognizing a web page for which authentication information is stored, and automatically filling the authentication information for the user into appropriate elements of the web page.

140-P0021